

TOOTHBRUSH KIT**Abstract**

5 A toothbrush kit is disclosed comprising a package, a
toothbrush, one or more removable end caps adapted for engaging an end of the
toothbrush, and one or more emblems that may be adhesively attached to the
toothbrush. Also disclosed are methods for selectively customizing a toothbrush
by use and selection of components contained in the kit. Additionally disclosed are
10 methods for manufacturing and packaging the components of the toothbrush kit.
Furthermore, a strategy is disclosed for specifically tailoring the toothbrush kit for
particular markets, geographic regions, or consumer groups.

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